



# giving fest **MKE**

JAN. 15 - FEB. 28

**2020 has been a year like no other for the City of Festivals, so VISIT Milwaukee is launching the first-ever virtual Giving Fest.**

Giving Fest is a series of over 50 virtual events that celebrate and, most importantly, support Milwaukee's hospitality community, which has been devastated by the economic effects of the pandemic.



## THREE REASONS WHY YOU SHOULD JOIN GIVING FEST

1. You will become part of a broad community effort to save Milwaukee's hospitality community – one that touches the lives of tens of thousands of Milwaukeean
2. With VISIT Milwaukee's marketing power behind you, you could create a virtual event to excite and engage your customers while raising desperately needed funds.
3. You could win cash prizes up to \$5,000 just for hosting a fundraiser!

## HOW TO PARTICIPATE IN GIVING FEST

**Step one:** Plan a virtual event that will take place between Jan. 15 - Feb. 28, 2021. If you don't normally host events, this is the perfect chance to get creative and show off something that makes your business special.

**Step two:** Starting at 8 a.m. on January 15, enter your event into [Milwaukee365.com](http://Milwaukee365.com). The first 50 events to be entered will receive \$1,000, but every business that enters an event will be entered to win a \$5,000 grand prize.

**Step three:** Sell tickets, set up a pay-what-you-can tip jar, and promote your event! VISIT Milwaukee will also be promoting all of Giving Fest's events through a dedicated ad buy, media partnerships, and more. The more we can all get people excited, the more attendees we'll have!

**Step four:** Host your event!



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## HOW TO ADD YOUR EVENT TO MILWAUKEE365.COM

1. Go to Milwaukee365.com and click "Register" in the upper right.
2. Click "Sign Up" after filling out the necessary information.
3. When you arrive at the login page, enter your newly created username and password.
4. Once logged in, you will see the account dashboard. Please visit your organization profile page to edit your description, address and contact information by selecting "Organization > Profile" from the dashboard's navigation bar. \*You will need to do this to make sure your events can be transferred to VISITMilwaukee.org.\*
5. There are several other sections under the Organization section of the dashboard that allow you to upload your organization's photos, video, and more. Each of these sections will include "how to" information to help guide you through adding additional content to your organization profile.
6. To submit new events or to edit existing events you can select "Events > Events" from the sidebar. You will have access to all of your current and past event listings.
7. Once entered, all events are held for administrator approval before being posted to the site. This helps avoid spam and keep our calendar as useful as possible. You will receive an email once your event is live.



## HOW TO EDIT YOUR EVENT



1. Login to Milwaukee365.com.
2. Click on "Events > Events" in the sidebar.
3. There you will see a button to submit a new event, then a list of your current and past events.
4. Find the event you wish to edit and click the first icon below it, of a pencil writing on paper.

## NEED SOME EXTRA HELP?

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## EVENT IDEAS

### TEACH A CLASS

Day-in-the-life  
Show and tell  
Workshops  
Photography / videography  
Cocktails / mixology  
Cooking class  
Dancing or choreography  
Take-and-make  
Makeovers or styling  
Wedding road show  
How a signature/favorite item is made  
How you've pivoted



### VIRTUAL TOURS

Video tour (3D, 360)  
Behind the scenes  
Exhibit set-up or tear-down  
Brewery or kitchen tour  
Front row seat vantage point  
City tour

### TIPS & TRICKS

Best kept secrets  
Fashion show  
Fireside chat  
Pre-event chat room  
Share funny stories



### VIRTUAL PERFORMANCES

Feature local musicians  
Live concert from venue  
Karaoke night  
Sing along



### CONTESTS / GIVEAWAYS

Trivia  
Cash cab  
Scavenger hunt / bingo  
Giveaway promo



### EDUCATION

How to care for  
Behind-the-scenes  
Virtual classes  
Storytime  
Tutorials  
Career day/fair/shadow  
Did you know?  
Debate night

### OUTDOORS

Virtual 5K  
Live trail exploration  
Recycling and composting tips  
Learn about conservation  
Tour favorite or hidden spots  
Seasonal gardening tips



### HISTORY & FACTS

Story behind company/service/product  
History lesson  
Virtual exhibit  
Tour of vaults/archives  
Hidden gems



### CELEBRITY INTERVIEWS

Real life guest stories  
One on Ones (artists, athletes, designers)  
Talks with authors  
Q&A sessions  
Virtual shout-outs  
Dance party

If you need ideas about types of events, help loading your event info into Milwaukee365.com, ideas for the best ways to promote your event, or simply more clarification about how all of this works- we are here to help you. We encourage you to start by visiting [visitmilwaukee.org/GivingFest](https://visitmilwaukee.org/GivingFest), but you can always contact us directly too at [info@milwaukee.org](mailto:info@milwaukee.org).